# **In consideration of the CEO's concerns, the following inquiries should be addressed:**

1. **Which region is producing the most profit, and which region is producing the least?**

- Assessing the variance in profitability among regions is crucial as it heavily relies on sales, the primary revenue stream for the company. Senior management consistently aims to enhance profitability, making it imperative for the CEO to ascertain revenue disparities across different areas. Identifying the highest and lowest performing regions will empower the CEO to strategize methods for increasing revenue in well-performing areas, while also investigating reasons for underperformance in other regions and adapting products to better suit those markets.

1. **What is the trend for revenue on a monthly basis, and which months have seen the highest rise or fall in revenue?**

- Gaining insights into the monthly revenue trends and identifying the months with the most significant revenue fluctuations is imperative. This analysis will help in understanding the effects of internal corporate changes on sales and identifying potential factors contributing to rises or falls in revenue. Additionally, it provides an opportunity to evaluate the impact of new market entries or product launches on overall sales performance.

1. **What quarters had the most revenue? Are sales impacted by the seasons?**

- Understanding the impact of seasonality on sales is essential, as it allows for the identification of periods with heightened demand in the retail industry. Predictable and recurring modifications in sales data during certain months need to be identified to enable the CEO to develop targeted strategies to capitalize on high-demand periods.

1. **What percentage of overall income are the top customers responsible for? Are these customers essential to the company's success, or is the customers more diverse?**

- Assessing the contribution of top customers to overall income is vital for identifying key revenue drivers. Understanding the significance of these customers in driving sales is essential for informing strategic decisions. Identifying whether the company’s success is dependent on a small group of customers or if the customer base is more diverse is critical for determining the sustainability and diversity of revenue sources.

# **Inquiries of Interest to the Chief Marketing Officer**

1. **How many customers make the same purchases again and over again? Do they place similar orders or do they place distinct orders?**

- By posing this question, the CMO demonstrates a keen interest in understanding customer ordering patterns.

- The CMO is particularly intrigued by the percentage of total customers who place repeat orders with the company.

- This data will enable the CMO to gain a better understanding of the proportion of repeat customers.

- An analysis will be conducted to ascertain the specific products that customers are reordering.

- This will provide insight into consumer trends and demand for specific items, allowing the CMO to tailor marketing strategies to better target these customers.

1. **How long does it take for returning customers to place their next purchase after receiving the first one?**

- This study will aid the CMO in determining customer order frequency.

- It involves pinpointing the time duration between customers' subsequent orders.

- Anticipating that customers who have recently made a purchase might re-engage with the product in the future, the CMO can strategize on how to encourage repeat purchases.

- After collecting and analysing the data, the CMO may develop a strategy to entice recent customers to return and make further purchases.

- Efforts can be made to remind customers who haven't made recent purchases of the company's offerings.

1. **Which consumers have placed many orders and how much profit is generated by them?**

- The revenue generated for the business is contingent on the amount a customer spends on purchases from the company.

- Thus, an analysis is essential to ascertain the contribution of frequent customers to the business's revenue.

- Based on this information, the CMO can devise a plan to enhance repeat business from high-spending customers.

- Encouraging returning customers who have made significant purchases to make additional purchases is also imperative.

- Through an effective marketing strategy, the company can ensure sustained revenue from high-spending consumers.

1. **Who are the consumers who have returned the most frequently? What percentage of the revenue do they contribute?**

- Evaluating which customers return most frequently and their respective contributions to business revenue is vital.

- While some customers may require products on a frequent basis, their financial worth may not be substantial.

- In contrast, certain customers may make sporadic purchases but contribute significantly to the company's income.

- Given that some customers only make seasonal purchases, management must ensure adequate inventory to meet their demands.

- Offering discounts to customers with substantial order quantities but lower income can encourage bulk purchases and ultimately drive more sales.